



2022 Parking Rate Analysis

Short Term Parking

Long Term Parking

Economy Parking

When you're ready, go farther



Parking Rate Survey

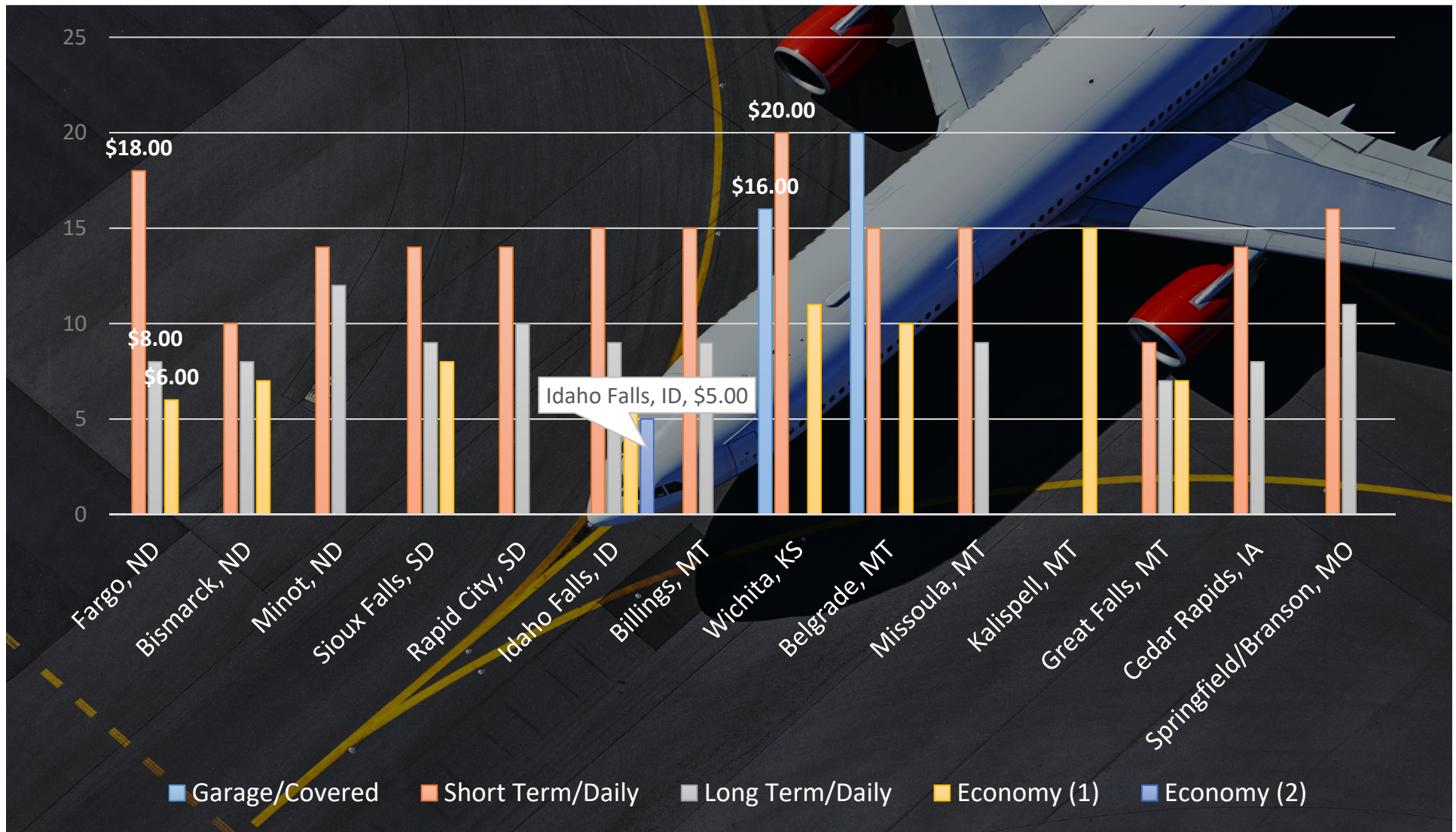
<u>Airport</u>	<u>Garage/ Covered</u>	<u>Short Term/Hourly</u>	<u>Long Term/Daily</u>	<u>Economy (1)</u>	<u>Economy (2)</u>
Fargo, ND		\$18.00	\$8.00	\$6.00	
Bismarck, ND		\$10.00	\$8.00	\$7.00	
Minot, ND		\$14.00	\$12.00		
Sioux Falls, SD		\$14.00	\$9.00	\$8.00	
Rapid City, SD		\$14.00	\$10.00		
Idaho Falls, ID		\$15.00	\$9.00	\$7.00	\$5.00
Billings, MT		\$15.00	\$9.00		
Wichita, KS	\$16.00	\$20.00		\$11.00	
Belgrade, MT	\$20.00	\$15.00		\$10.00	
Missoula, MT		\$15.00	\$9.00		
Kalispell, MT				\$15.00	
Great Falls, MT		\$9.00	\$7.00	\$7.00	
Cedar Rapids, IA		\$14.00	\$8.00		
Springfield/Branson		\$16.00	\$11.00		



Daily Max Rate



Parking Rate Survey



Daily Max Rate



Summary

Overall

Pickup/Drop Off:

To maximize revenue, it is recommended to focus on one lot for pickup and drop off (currently all lots are offering same pricing structure)

Short Term: \$2 per 30 mins.

Long Term: \$1.50 per 30 mins.

Economy:

Recommendation: \$2.00 per 30 mins.

Economy Lot

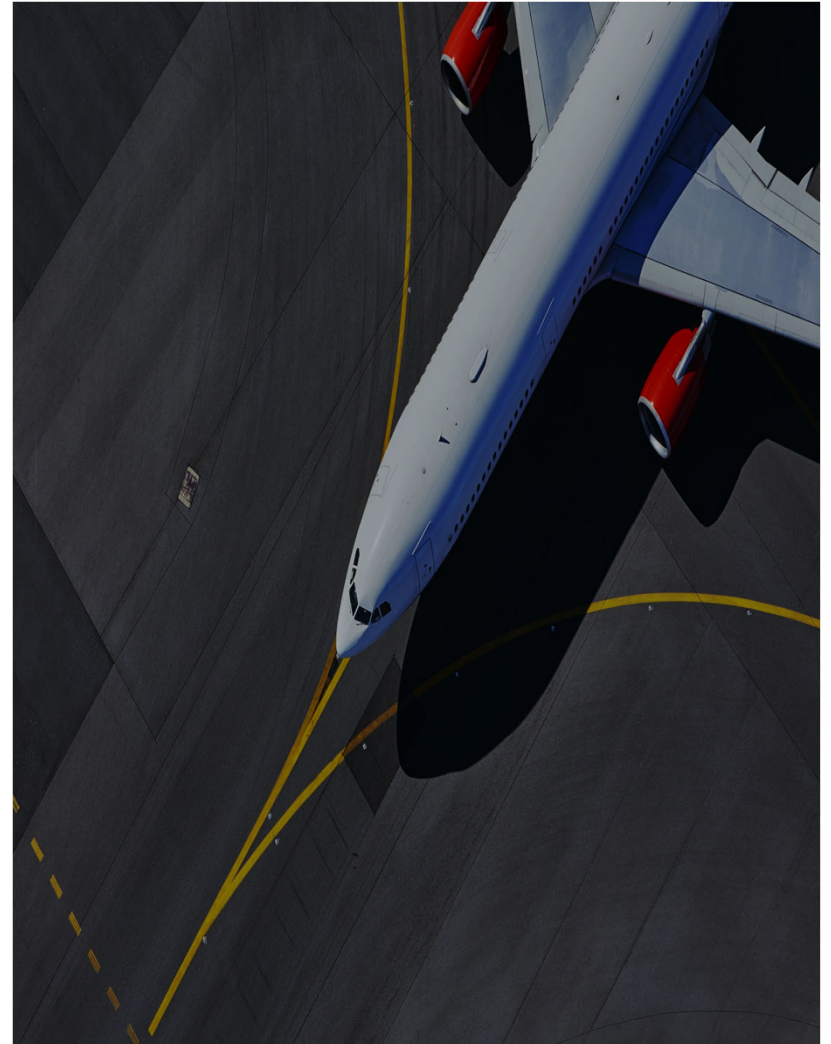
Removal of weekly pricing to maximize drive up revenue while diverting price conscious customers to pre-book.

Increase daily rate by \$3 to \$9 per day

Long Term Parking

Removal of weekly pricing to maximize drive up revenue while diverting price conscious customers to pre-book.

Increase daily rate by \$3 to \$11 per day



Summary

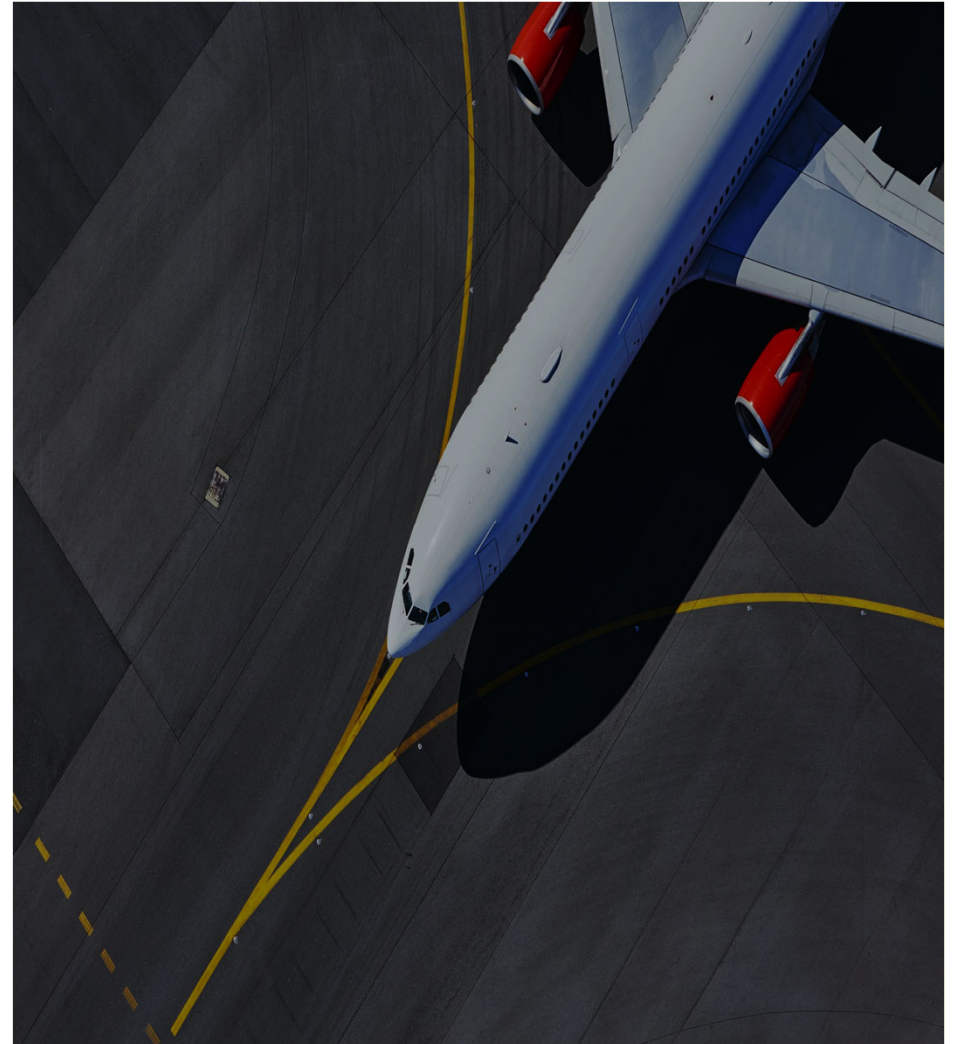
Overall Continued...

Premium Reserved

Increase daily price to \$14 to reflect product convenience and closeness to Short Term.

Short Term Parking

No change outside of pickup and drop off charge recommended



Rate Analysis – Long Term

FAR Long Term Parking

Beginning Date: 4/18/22

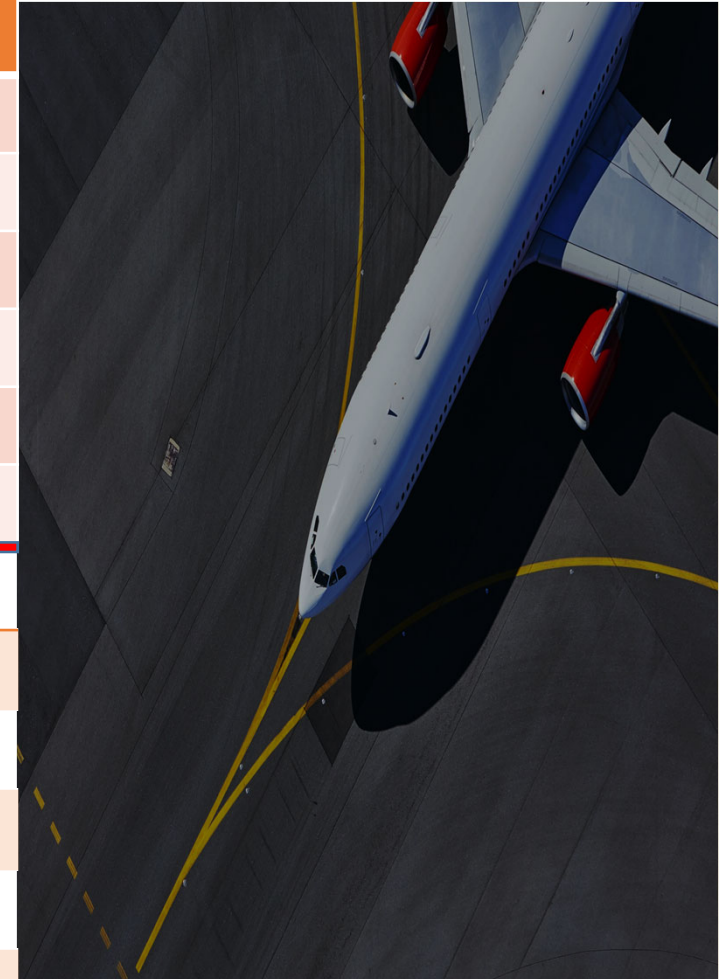
End Date: 5/18/22

of Days: 30



Current Rate Structure		Quick Stats	
Grace Period	30 mins.	Avg. Length of Stay (<i>Days</i>)	4
Charge Increment	30 mins.	Total Revenue (<i>Real</i>)	\$229,819
Incremental Rate	\$1.00 dollars	Total Revenue (<i>Calculated</i>)	\$229,817
Daily Max	\$8.00 dollars	Accuracy	100%
Weekly Rate	\$48.00 dollars	Avg. Revenue (<i>Real</i>)	\$37
Length of Week	6 days	Avg. Revenue (<i>Calculated</i>)	\$37

Proposed Rate Structure		Quick Stats	
Grace Period	30 mins.	Avg. Length of Stay (<i>Days</i>)	4
Charge Increment	30 mins.	Total Revenue (<i>Calculated</i>)	\$316,526
Incremental Rate	\$1.50 dollars	Avg. Revenue (<i>Calculated</i>)	\$51
Daily Max	\$11.00 dollars	% Increase in Revenue	38%
Weekly Rate	\$66.00 dollars	\$ Revenue Change (Period)	\$86,707
Length of Week	6 days	\$ Revenue Change (Yr.)	\$1,049,850



Rate Analysis – Long Term

FAR Long Term Parking

Beginning Date: 4/18/22

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of Days: 30

